

Public Education Plan



CITY OF KEIZER | Public Works Department | *Environmental & Technical Division*

Updated April 2024

The Public Education Plan (PEP) details the specific stormwater education and outreach activities that the Environmental & Technical Division will conduct to meet our State mandated program requirements. Each activity specifies the target audience, the target topic, the distribution method, the performance measures, and the applicable requirements met. At least one activity will be thoroughly evaluated each year for effectiveness.

The plan serves as a stand-alone document to guide and track staff efforts and as a supplement to the Stormwater Management Program Document (SWMP Document). The NPDES Phase II Permit, WPCF Permit and TMDL Implementation Plan all outline six minimum control measures that must be met for the City to be compliant. The City has developed “Best Management Practices” (BMPs) to meet each of the required six minimum control measures:

1. Public Education and Outreach
2. Public Involvement
3. Illicit Discharge Detection and Elimination
4. Construction Site Runoff Control
5. Post-Construction Runoff Control
6. Pollution Prevention / Good Housekeeping



CITY OF KEIZER | Public Works Department
Environmental & Technical Division

Activity 1: Erosion Control Summit

Description & Objective: Partner with the Mid-Willamette Outreach Group to host the Erosion Control Summit, providing contractors, engineers, landscapers and municipal workers, education on erosion control best management practices.

Target Audience: Construction site operators, engineers, landscapers, municipal workers

Target Topic: Temperature, mercury, erosion control BMPs

Behavior Change Target: Proper installation of BMPs to reduce erosion from construction sites or municipal operations; Implementation of development or land use planning BMPs that prevents erosion.

Permit Requirements Met: NPDES, TMDL, WPCF

Measurement of Success: 75 attendees or more; 50% of attendees report implementation of BMPs.

Tracking Metrics: Survey: Collect pre and post data about which BMPs participants implement; Number of attendees.

Year 1 Goals: (July 1, 2024-June 30, 2025)

- Host Erosion Control Summit in person and utilize 2024 survey responses to drive planning and improvement.
- Consider providing information on the topic of construction site waste management at Summit and inviting a 1200CN permit specialist to present.
- Research providing professional development for municipal workers to learn more about LID and GSI topics. Consider including subjects like: pervious paving research, soil amendments/mixtures for VSF's, LID implementation incentive discussions.

Year 2 Goals (July 1, 2025-June 30, 2026)

- Host Erosion Control Summit in person and utilize 2025 survey responses to drive planning and improvement.
- Utilize the Summit as an avenue to evaluate audience on the interest/value of incentivization of GSI and LID applications beyond the City's Engineering Design Standards.
- Consider combining or promoting subsequent events for Keizer Contractors to connect with EC permitting and GSI/LID updates from the Environment & Technical Compliance Coordinator.

Year 3 Goals (July 1, 2026-June 30, 2027)

- Host Erosion Control Summit in person and utilize 2026 survey responses to drive planning and improvement.
- Consider providing updates to the Post Construction Program from the City at the Summit.

Year 4 Goals (July 1, 2027-June 30, 2028)

- Host Erosion Control Summit in person and utilize 2027 survey responses to drive planning and improvement.
- Consider providing information on local jurisdictions LID and GSI programs and projects.



Year 5 Goals (July 1, 2028-June 30, 2029)

- Host Erosion Control Summit in person and utilize 2028 survey responses to drive planning and improvement.
- Consider inviting presenters to cover emerging pollutants that our EC programs should be aware of and how to best treat/plan for their mitigation.

Activity 2: Consumer Confidence Report

Description & Objective: The Consumer Confidence Report is a publication distributed to all Keizer residents by the Water Division to meet annual water quality reporting requirements through the Safe Drinking Water Act. Environmental & Technical division will include 2-pages of stormwater messaging for the publication. Include a survey to begin collecting data on readership.

Target Audience: General public - homeowners

Target Topic: Stormwater impacts and watershed awareness

Behavior Change Target: Establish a sense of stewardship around water resources; adopting homeowner BMPs to reduce stormwater pollution.

Permit Requirements Met: NPDES, TMDL, OTR

Measurement of Success: Monitor the pollution reporting tool for an increase in community submittals

Tracking Metrics: Online Pollution Reporting tool submittals

Year 1 Goals: (July 1, 2024-June 30, 2025)

- Develop two pages of content focusing on reducing pollutants in our streams through planting of native species to reduce erosion and decrease water temperature in our local waterways.
- Create social media content to pair with the mailing of the Consumer Confidence Report to encourage readership and awareness of Keizer's drinking water source.

Year 2 Goals (July 1, 2025-June 30, 2026)

- Develop two pages of content reflecting and highlighting programs and projects the City is actively participating in to reduce mercury and temperature: Tree Inventory Program and Streamside Plant Program.

Year 3 Goals (July 1, 2026-June 30, 2027)

- Develop two pages of content for implementation of LID/GSI at home.
- Consider providing information on native plants and their use at filters for pollutants.

Year 4 Goals (July 1, 2027-June 30, 2028)

- Develop two pages of content for invitations to participate in the solution to our most common stormwater pollutants (use pollution reporting tool to guide outreach efforts).



Year 5 Goals (July 1, 2028-June 30, 2029)

- Develop two pages of content focusing on Homeowner and Streamside Residents role in landscape management.
- Provide specific resources for these target audiences that reduce barriers associated with cost, access, education and implementation.
- Promote the Business and Residential Waste Reduction webpages.

Activity 3: Waste Reduction Programming

Earth Day Event and Virtual Guided Hike

Description & Objective: The Earth Day event that occurs near April 22 annually, aims to engage our community in active outdoor pursuits that are waste-free, water quality focused, and low to no cost to participate. The Earth Day Virtual Guided Hike is held annually from mid-April to the end of April in Keizer Rapids Park with the objective to get families outdoors, teach the 3 Keizer waterways and their relation to stormwater, and connecting our community to stewardship opportunities.

Target Audience: Local Families

Target Topics: Waste-free outdoor activity, water quality

Behavior Change Target: Consume less, reuse when possible, and understand we have a role in water quality.

Permit Requirements Met: NPDES, TMDL, OTR

Measurement of Success: 50 attendees or more to event, and 150 views for virtual guided hike.

Tracking Metrics: Number of attendees, GIS StoryMap views

Year 1 Goals: (July 1, 2024-June 30, 2025)

- Develop and share content related to waste-less events to participate in during spring, summer and fall in or near Keizer.
- Research and consider barriers to participation in the Earth Day events.

Year 2 Goals (July 1, 2025-June 30, 2026)

- Develop activities that are action based, waste-free and encourage connection with local waterways.
- Update the Virtual Guided hike with relevant programs and timely opportunities to participate in seasonal programs.

Year 3 Goals (July 1, 2026-June 30, 2027)

- Connect participants of the Earth Day event with opportunities to engage in active stewardship programming: Trashy Tuesday, Adopt-A-Street
- Consider providing swag highlighting the importance of incorporating native plants into landscaping.

Year 4 Goals (July 1, 2027-June 30, 2028)



- Promote upcoming programs for Environmental and Technical Division at the Earth Day event and within the Virtual Guided Hike.

Year 5 Goals (July 1, 2028-June 30, 2029)

- Survey participants from the Earth Day event and Virtual Guided hike for input on areas of improvement related to community events and education. Utilize the survey to inquire about preferred locations, activities, promotions, and partnerships.

Toy Swap

Description & Objective: The Toy Swap is held annually in the first portion of December with the objective to reduce waste, promote reuse, and host an event connecting the community to more waste-less ideas and options. Partner with City of Salem, local haulers, Marion County Resources, Helping Hands Resources, and Cherriots.

Target Audience: General Public-Families with children

Target Topic: Waste reduction and reuse

Behavior Change Target: Consume less, reuse when possible: join a buy-nothing group

Permit Requirements Met: OTR

Measurement of Success: 100 people attend and at least 500 toys are rehomed/reused.

Tracking Metrics: Number of attendees and number of toys rehomed

Year 1 Goals: (July 1, 2024-June 30, 2025)

- Promote Buy Nothing Groups at the event.
- Develop outreach posters and QR codes focused on waste-less holiday gifts and experiences.
- Promote the Toy Swap through city service bill in October/November.

Year 2 Goals (July 1, 2025-June 30, 2026)

- Promote waste-free winter activities that encourage time spent outdoors with community, friends or family.
- Promote the updated recycling list at the Toy Swap based upon Recycling Modernization Act.

Year 3 Goals (July 1, 2026-June 30, 2027)

- Promote year-around opportunities to swap items: Halloween, birthday's, holidays.

Year 4 Goals (July 1, 2027-June 30, 2028)

- Refresh Toy Swap image for web, social media, and flyers.

Year 5 Goals (July 1, 2028-June 30, 2029)

- Consider expanding the partners that are involved in the toy collection and volunteering aspects of the Toy Swap.



EarthWISE Business Promotion

Description & Objective: Use Keizer website, social media platforms, and email correspondence to promote the Marion County EarthWISE Business program specifically for Keizer Businesses.

Target Audience: Keizer Businesses

Target Topic: Environmentally responsible business practices

Behavior Change Target: Inspire businesses to practice sustainability throughout their operations.

Permit Requirements Met: NPDES, WPCF, OTR

Measurement of Success: Through promotion of the Marion County EarthWISE, two Keizer businesses will become certified each year.

Tracking Metrics: Certification of Keizer Business-Marion County EarthWISE

Year 1 Goals: (July 1, 2024-June 30, 2025)

- Create and update a business pollution reduction webpage that will offer connections to EarthWISE.
- Share social media content relating to the process of being certified through EarthWISE and highlighting existing EarthWISE certified Keizer business.

Year 2 Goals (July 1, 2025-June 30, 2026)

- Partner with EarthWISE to target businesses that are frequent polluters of stormwater and offer remedies/resources.
- Update local businesses on the recycle right content with website and on social in partnership with Marion County to reflect the Recycling Modernization Act (RMA) updates.

Year 3 Goals (July 1, 2026-June 30, 2027)

- Explore pursuing an internal waste management plan and EarthWISE Certification through a Keizer pilot. Provide resources and training for chosen pilot department to support waste reduction internally.

Year 4 Goals (July 1, 2027-June 30, 2028)

- Evaluate pilot waste management program and continue EarthWISE certification endeavor.

Year 5 Goals (July 1, 2028-June 30, 2029)

- Promote and educate on the Keizer process of piloting waste management and certification via social media.

Outreach for Waste Reduction

Description & Objective: Meet the Opportunity to Recycling (OTR) requirements by providing or partnering on three (3) waste reduction programs. 1) The City will provide waste reduction and reuse education and/or messaging to all waste generators four times a year, highlighting how to generate less waste, how to reuse materials and solutions to common challenges to waste prevention and reuse. 2) The



City will promote a waste prevention campaign annually, focused on reducing one or more toxic or energy intensive material or consumer practice. This campaign will target residential generators. 3) The City will provide a waste prevention campaign annually, focused on reducing one or more toxic or energy intensive material or consumer practice. This campaign will target commercial or institutional waste generators. This program will be met by partnering with Marion County Environmental Services by promoting their EarthWISE Business Outreach program (see 3.3) to Keizer businesses. Other programs will be determined and outlined through in the OTR Waste Prevention & Reuse Program Plan.

Target Audience: General public

Target Topic: Impact of waste generation; Best Practices for waste reduction & reuse; Mercury; Litter control

Behavior Change Target: Consume less, reuse when possible, and dispose of end-of-life materials properly.

Permit Requirements Met: NPDES, TMDL, OTR

Measurement of Success: Reaching 3,000 Keizer residents through social media outreach campaigns with Opportunity to Recycle content.

Tracking Metrics: Social media analytics

Year 1 Goals: (July 1, 2024-June 30, 2025)

- Promote waste depots and waste reduction throughout the county via social media and website. Highlight the locations, what is collected, and hours of operation.
- Utilize messaging from Don't Let Good Food Go Bad campaign on our social media, city service bill, and website.
- Share social media content relating to reducing contaminants in the waste stream on social media and in Hauler billing statements, offer solutions for reuse or proper disposal.

Year 2 Goals (July 1, 2025-June 30, 2026)

- Refresh food waste messaging for web, social media, Hauler bills and City bills.
- Partner with Marion County and MVGRA to address proper disposal of solid waste. Focus on proper disposal of mercury containing items.
- Update the recycle right content on website and on social in partnership with MVGRA to reflect the Recycling Modernization Act (RMA) updates.

Year 3 Goals (July 1, 2026-June 30, 2027)

- Continue exploring the internal waste management plan and EarthWISE Certification through a Keizer pilot. Provide resources and training for chosen pilot department to support waste reduction internally.
- Work with Marion County and DEQ to develop the new 5-year waste reduction plan to take affect 2028.

Year 4 Goals (July 1, 2027-June 30, 2028)

- Refresh food waste messaging for web, social media, Hauler bills and City bills.

Year 5 Goals (July 1, 2028-June 30, 2029)



- Promote and educate via social media the updated DEQ and Marion County waste reduction plan.

Activity 4: Youth Programming

ESTEM

Description & Objective: City of Keizer in partnership with Salem Environmental Education (SEE) will invite elementary age students to become environmental engineers focused on ways to sustain and improve the natural and man-made environment. This program provides hands-on explorations of the environment that develops problem-solving skills in students.

Target Audience: General Public: 5th grade students in Keizer School

Target Topic: Temperature, watershed awareness and stormwater pollution prevention

Behavior Change Target: Increase the knowledge of our local waterways, with the ability to name our 3 waterways in Keizer and increase the sense of connection to our Willamette River through stormwater lessons.

Permit Requirements Met: NPDES, TMDL

Measurement of Success: Conduct 4 sessions of ESTEM educational programs for one Keizer School each year, collect feedback from programs through surveys. Post-surveys will show that 30% of students can name the three Keizer waterbodies and understand litter impacts on watershed health.

Tracking Metrics: [Surveys](#); Number of attendees (students)

Year 1 Goals: (July 1, 2024-June 30, 2025)

- Utilize the school grounds to connect the students to their role in stormwater.
- Explore outdoors and highlight the interconnectedness of our public infrastructure and local waterways.

Year 2 Goals (July 1, 2025-June 30, 2026)

- Consider inviting Keizer GIS Tech to highlight the maps, assets, and waterway layers that are the focus of our Environmental Team.

Year 3 Goals (July 1, 2026-June 30, 2027)

- Evaluate the ESTEM stormwater program and use student feedback to improve the offering for future years.

Year 4 Goals (July 1, 2027-June 30, 2028)

- Consider incorporating a native planting project to highlight the filtration, slowing of water, and habitat provided by native plants along streams in urban areas.

Year 5 Goals (July 1, 2028-June 30, 2029)

- Invite students and their families to join the Keizer stewardship offerings to be a part of the stormwater pollution solution: Trashy Tuesdays or Adopt-A-Street.



Outdoor School

Description & Objective: Salem-Keizer Outdoor School Coalition is a partnership of agencies and organizations dedicated to environmental education and conducting unique, top quality outdoor school experiences. SKODSC provides a four day-long ODS experience named PAWS (Plants, Animals, Water, Soil) at four different field sites: Oregon Garden, Salem 4-H Center, Minto Brown Park and Keizer Rapids Park. Four elementary schools participate in the program in the fall and four more schools in the spring.

Target Audience: General Public: 5th grade students

Target Topic: Invasive species, watershed awareness and pollution prevention

Behavior Change Target: Increase the knowledge of our local waterways, impacts of invasive species, importance of riparian areas, and wildlife habitat importance along the Willamette River.

Permit Requirements Met: NPDES, TMDL

Measurement of Success: Conduct 18 hours educational programs (Per ODS OSU standards) in the spring and fall at Keizer Rapids Park facility, collect feedback from programs through participant surveys.

Tracking Metrics: Surveys; Number of attendees (students and teachers)

Year 1 Goals: (July 1, 2024-June 30, 2025)

- Create an interactive social emotional growth lesson for the introduction of day one at outdoor school.
- Encourage and train Keizer Rapids Outdoor School station leaders to use inquiry and exploration with students.

Year 2 Goals (July 1, 2025-June 30, 2026)

- Evaluate the lessons, nature notes and teaching approaches to improve future offerings.

Year 3 Goals (July 1, 2026-June 30, 2027)

- Consider planting native plants following the removal of invasive species as part of the service-learning lesson.
- Refresh the SEL activity used at the introduction of Outdoor School.

Year 4 Goals (July 1, 2027-June 30, 2028)

- Review and evaluate teacher and student surveys to address their feedback and improve the program.

Year 5 Goals (July 1, 2028-June 30, 2029)

- Consider creating a closing circle activity on the last day of Outdoor School to review and invite the students to play a role in conservation every day.

Water Festival



Description & Objective: In partnership with Mid-Willamette Outreach Group, the Water Festival is offered in late May each year to a Marion County School. The objective of Water Festival is to engage students with activities that promote their connection to water and highlights the many ways we affect water quality.

Target Audience: General Public: 5th grade students in a Marion County School

Target Topic: Temperature, watershed awareness and pollution prevention

Behavior Change Target: Increase the knowledge of our collective connection to local waterways and encourage each student to take an active role in protection of our water resources.

Permit Requirements Met: NPDES, TMDL

Measurement of Success: 60-100 students will learn from water subject matter experts on their role in water quality protection and stewardship.

Tracking Metrics: Surveys; Number of attendees (students and teachers)

Year 1 Goals: (July 1, 2024-June 30, 2025)

- Promote Public Works careers at the education stations.
- Consider hosting a debrief discussion following the festival to receive feedback on the event and focus on opportunities to improve.

Year 2 Goals (July 1, 2025-June 30, 2026)

- Partner with Marion Soil and Water Conservation District to provide a teacher and student survey to Water Festival participating school.

Year 3 Goals (July 1, 2026-June 30, 2027)

- Consider hosting a station with live animals to connect the importance of clean water to animal/human health.

Year 4 Goals (July 1, 2027-June 30, 2028)

- Evaluate the Water Festival based upon the survey data from previous year, implement changes to the festival that will improve student engagement and connection to water.

Year 5 Goals (July 1, 2028-June 30, 2029)

- Consider inviting the local watershed council to participate in the Water Festival.
- Promote the educational event through MWOG channels (social media outlets) to highlight the importance of water and water education in our community.

Eggs to Fry

Description & Objective: The Eggs to Fry is a classroom fish egg incubation program coordinated through ODFW's Salmon Trout Enhancement Program. The objective the program is to observe and participate in the development process of fish, learn about their lifecycle and the importance water quality plays throughout the lifecycle of fish.



Target Audience: General Public: Students in Keizer Schools, Public Works Staff

Target Topic: Temperature and water quality

Behavior Change Target: Increase knowledge of connections between water quality and fish health.

Permit Requirements Met: NPDES, TMDL

Measurement of Success: 90 students and/or staff will participate annually in the Eggs to Fry program.

Tracking Metrics: Number of participants

Year 1 Goals: (July 1, 2024-June 30, 2025)

- Partner with ODFW to provide educational handouts, lessons and resources to pair with the Eggs to Fry tank set-up.

Year 2 Goals (July 1, 2025-June 30, 2026)

- Consider incorporating a service project on the release date for the fish.
- Partner with participating schools to educate students on the connection of stormwater systems to our local waterways that support trout and salmon.

Year 3 Goals (July 1, 2026-June 30, 2027)

- Consider placing an Eggs to Fry Tank in the City Hall inner lobby for the community to learn about the importance of water quality and their role in protecting fish and waterways.

Year 4 Goals (July 1, 2027-June 30, 2028)

- Consider utilizing GIS to track Keizer Schools who have participated in Eggs to Fry to provide a more equitable program offering.

Year 5 Goals (July 1, 2028-June 30, 2029)

- Partner with ODFW to evaluate participating schools/organizations to make improvements to the program.

ONREP Teacher Trainings

Description & Objective: Our Environmental Education Coordinator is an active facilitator for the Oregon Natural Resources Education Program (ONREP). ONREP has over 40 years of experience supporting formal and nonformal educators. ONREP houses the state-programs for both the award-winning [Project Learning Tree](#) national environmental education program as well as [Project WILD](#), one of the largest wildlife education programs in the world.

Target Audience: General Public: teachers

Target Topic: Temperature, watershed awareness and pollution prevention

Behavior Change Target: Providing ONREP Teacher trainings in Keizer is an avenue to train the trainer to utilize water based outdoor education.

Permit Requirements Met: NPDES, TMDL



Measurement of Success: Conduct 1 ONREP teacher training annually; use OSU evaluation tool to gauge training objectives.

Tracking Metrics: Surveys; Number of attendees (students and teachers)

Year 1 Goals: (July 1, 2024-June 30, 2025)

- Provide one Project Aquatic WILD Teacher Training in partnership with Oregon Forest Research Institute.
- Evaluate the program through ONREP surveys and make appropriate updates/improvements to future trainings.

Year 2 Goals (July 1, 2025-June 30, 2026)

- Consider partnering with Marion Soil and Water Conservation District to provide a Project Aquatic WILD Teacher Training in the summer months.
- Consider the local educational resources that are available to teachers and share those as a part of the training.

Year 3 Goals (July 1, 2026-June 30, 2027)

- Consider hosting a Salem-Keizer Teacher training on Project Learning Tree at a scheduled professional development day during the school year.

Year 4 Goals (July 1, 2027-June 30, 2028)

- Provide the opportunity for a Keizer teacher who actively uses the Project Learning Tree or Project Wild curriculums in their classroom to co-facilitate a training.

Year 5 Goals (July 1, 2028-June 30, 2029)

- Evaluate the ONREP teacher trainings using survey feedback to improve future trainings.

World Water Day: Great Raindrop Scavenger Hunt

Description & Objective: The Great Raindrop Scavenger Hunt is a low barrier, outdoor digital scavenger hunt focused on reducing water footprints and engaging families in local parks during World Water Day-March 22 and over school districts spring break. The USFWS Winter Wildlife Field Days coincide with the scavenger hunt dates which provides cross-promotion of outdoor events and waste-free activities.

Target Audience: General Public: families

Target Topic: Watershed awareness, waste-free activities and pollution prevention

Behavior Change Target: Draw attention to our shared water resources and spark inspiration for families to get involved locally to improve water quality.

Permit Requirements Met: NPDES, TMDL, OTR

Measurement of Success: 100 people participate in the Keizer hosted Scavenger Hunt.

Tracking Metrics: Number of attendees



Year 1 Goals: (July 1, 2024-June 30, 2025)

- Collaborate with Mid-Willamette Outreach group to plan overarching theme for World Water Day-Great Raindrop Scavenger Hunt.
- Partner with USFWS at Ankeny Hill Nature Center to cross promote Winter Wildlife Field Days and the scavenger hunt.

Year 2 Goals (July 1, 2025-June 30, 2026)

- Refresh the water related message in the GIS StoryMap for the scavenger hunt.
- Evaluate the location, barriers to participation and promotion of the event to make improvements to the program.

Year 3 Goals (July 1, 2026-June 30, 2027)

- Explore ways to make this event walkable with multiple locations throughout service area of Marion County

Year 4 Goals (July 1, 2027-June 30, 2028)

- Refresh the water related message in the GIS StoryMap for the scavenger hunt.

Year 5 Goals (July 1, 2028-June 30, 2029)

- Promote and consider hosting one of the Winter Wildlife Field Day locations in Keizer to highlight scavenger hunt and other Keizer programs.

Activity 5: Review and Update Public Education Plan

Description & Objective: The Public Education Plan is designed to be a living document that provides guidance for staff throughout the year. Staff will use it as a method to evaluate the effectiveness of the City's outreach programs. Annually they will review the previous year's activities, evaluate and update the upcoming year's activities.

Target Audience: N/A

Target Topic: N/A

Behavior Change Target: Implement adaptive management based on successful outcomes of programs.

Permit Requirements Met: NPDES

Measurement of Success: Update the plan based upon evaluations, annual report matrix and feedback from previous years to meet community and City needs for outreach and education.

Tracking Metrics: Annual Report Matrix

Year 1 Goals: (July 1, 2024-June 30, 2025)

- Develop updates and changes based upon evaluation and feedback from 2024
- Work with Keizer strategic plan committee to research environmental concerns and outreach efforts the community feels are important.



Year 2 Goals (July 1, 2025-June 30, 2026)

- Develop updates and changes based upon evaluation and feedback from 2025
- Consider funding a specific community survey related to Keizer residents and their perceptions and concerns associated with water.
- Utilize the GIS tracking and monitoring tool to target schools/students that have not been served.

Year 3 Goals (July 1, 2026-June 30, 2027)

- Develop updates and changes based upon evaluation and feedback from 2026
- Explore strategies and funding for survey promotion and outreach to Keizer Community.

Year 4 Goals (July 1, 2027-June 30, 2028)

- Develop updates and changes based upon evaluation and feedback from 2027
- Promote the public education plan on social media and website to create awareness to the City's education and outreach efforts.

Year 5 Goals (July 1, 2028-June 30, 2029)

- Develop updates and changes based upon evaluation and feedback from 2028
- Continue the promotion of the public education plan on social media and website to inspire involvement in the City's education and outreach efforts.

Activity 6: Stewardship Programming

Adopt-A-Street

Description & Objective: Promote and implement Adopt-A-Street program through partnerships with businesses, organizations and community groups.

Target Audience: Businesses; General public

Target Topic: Pollution prevention, stormwater impacts, litter control

Behavior Change Target: The participants will understand how these materials affect our waterways and through their active removal in the community spotlight highlight the importance of everyone having a part in watershed health.

Permit Requirements Met: NPDES, OTR

Measurement of Success: Adopt-A-Street- 75% of Keizer streets adopted by 2024, 100% of Keizer streets adopted by 2026

Tracking Metrics: Number of attendees; pounds of litter collected.

Year 1 Goals: (July 1, 2024-June 30, 2025)

- Evaluate Adopt-A-Street through email survey feedback from participants.



Year 2 Goals (July 1, 2025-June 30, 2026)

- Develop updates and changes based upon survey feedback from 2025

Year 3 Goals (July 1, 2026-June 30, 2027)

- Promote the program via social media during April to align with Earth month activities.

Year 4 Goals (July 1, 2027-June 30, 2028)

- Promote Business Waste/Pollution Reduction Webpage to adopters.
- Create an annual report/infographic for webpage and social media to share volunteer hours and volume of litter collected.

Year 5 Goals (July 1, 2028-June 30, 2029)

- Communicate with adopters via email to share City's stewardship efforts. Consider a website button that connects adopters and community to an e-newsletter sign-up that would highlight stewardship programs and other relevant environmental information.

Trashy Tuesday

Description & Objective: Promote and implement Trashy Tuesday, summer litter clean-up programs through partnerships with community groups and schools.

Target Audience: General public

Target Topic: Pollution prevention, stormwater impacts, litter control

Behavior Change Target: The participants will understand how these materials affect our waterways and through their active removal in the community spotlight highlight the importance of everyone having a part in watershed health. Actively promote and demonstrate the use of the pollution reporting tool and waste disposal guide to reduce litter and stormwater pollution.

Permit Requirements Met: NPDES, OTR

Measurement of Success: Trashy Tuesday- 10 attendees at each event and at least one attendee taking on another stewardship activity to reduce litter in our community (adopting a street, adopting a block).

Tracking Metrics: Number of attendees; pounds of litter collected.

Year 1 Goals: (July 1, 2024-June 30, 2025)

- Evaluate Trashy Tuesday locations and frequency through feedback from previous participants.
- Evaluate Trashy Tuesday program through email survey feedback from participants.
- Highlight the Keizer pollution reporting tool at Trashy Tuesday programs.

Year 2 Goals (July 1, 2025-June 30, 2026)

- Develop updates and changes based upon survey feedback from 2025



- Consider inviting local businesses to host Trashy Tuesdays at their location with their employees and the public to highlight the impacts of litter on stormwater and community perceptions.

Year 3 Goals (July 1, 2026-June 30, 2027)

- Promote the program via social media during April to align with Earth month activities.

Year 4 Goals (July 1, 2027-June 30, 2028)

- Create an annual report/infographic for webpage and social media to share volunteer hours and volume of litter collected.

Year 5 Goals (July 1, 2028-June 30, 2029)

- Continue to evaluate Trashy Tuesday locations and frequency through feedback from previous participants.

Activity 7: Underground Injection Control Owner Outreach

Description & Objective: Providing education about UIC pollution prevention and maintenance strategies to businesses and property owners who have new (or newly discovered) UICs on their property.

Target Audience: Private property owners with new privately maintained UICs onsite

Target Topic: UIC Impacts

Behavior Change Target: UIC owners will properly maintain UICs onsite in ways that protect infrastructure and prevent pollution.

Permit Requirements Met: WPCF

Measurement of Success: Track the read rate of the communication. 50% read rate.

Tracking Metrics: Percentage of read communications

Year 1 Goals: (July 1, 2024-June 30 2025)

- Focus on implementing preferred method of communication for UIC owners based previous years efforts. Communication on maintenance should be based upon 2023/2024 compliance inspection of UIC's. Provide a trackable QR code to Survey 123 to track read rates.
- Collaborate with the City of Salem to share our City of Keizer UIC GIS data layer with the goal of water quality protection from potential S.S.O.
- Mark new UIC's with an identifier to alert the public to their presence and connection to our drinking water. Targeting high foot traffic areas.
- Provide educational UIC content within the Consumer Confidence Report.

Year 2 Goals (July 1, 2025-June 30, 2026)



- Develop a mailer to address the function and importance of Keizer UIC's. Connect UIC owners with the O&M guide for direction of proper care. Provide a trackable QR code to Survey 123 to track read rates.
- Work with community groups (CCWC, Neighborhood Associations, Keizer United) to present educational UIC information and our shared role in maintaining the asset.
- Mark new UIC's with an identifier to alert the public to UIC presence and connection to our drinking water. Targeting high foot traffic areas.
- Refresh educational UIC content within the Consumer Confidence Report.

Year 3 Goals (July 1, 2026-June 30, 2027)

- Refresh the mailer to address the function and importance of Keizer UIC's. Connect UIC owners with the O&M guide for direction of proper care. Provide a trackable QR code to Survey 123 to track read rates.
- Mark new UIC's with an identifier to alert the public to UIC presence and connection to our drinking water. Targeting high foot traffic areas.

Year 4 Goals (July 1, 2027-June 30, 2028)

- Refresh the mailer to address the function and importance of Keizer UIC's. Connect UIC owners with the O&M guide for direction of proper care. Provide a trackable QR code to Survey 123 to track read rates.
- Mark new UIC's with an identifier to alert the public to UIC presence and connection to our drinking water. Targeting high foot traffic areas.

Year 5 Goals (July 1, 2028-June 30, 2029)

- Refresh the mailer to address the function and importance of Keizer UIC's. Connect UIC owners with the O&M guide for direction of proper care. Provide a trackable QR code to Survey 123 to track read rates.
- Mark new UIC's with an identifier to alert the public to UIC presence and connection to our drinking water. Targeting high foot traffic areas.
- Refresh educational UIC content within the Consumer Confidence Report.

Activity 7: Streamside Plant Program

Description & Objective: Work with residents to increase riparian and native plant populations through free streamside tree, plant, and native seed programs.

Target Audience: General Public; Homeowners

Target Topic: Erosion control, mercury, temperature, and stormwater impacts

Behavior Change Target: Participants will value riparian trees and plants for temperature reduction and decrease the amount of bare soil and nonnative invasive plants along waterways.

Permit Requirements Met: NPDES, TMDL



Measurement of Success: Canopy Cover surveys will monitor the shade on the waterways over time. Success will look like working with 4-5 landowners each year.

Tracking Metrics: Conduct visual canopy cover surveys for three years following pilot program, to determine increased canopy cover success. Photo documentation.

Year 1 Goals: (July 1, 2024-June 30, 2025)

- Evaluate and update outreach methods to work with up to 5 additional streamside landowners to plant native riparian plants and budget for native seed packets to include non-streamside Keizer residents in plant program.
- Offer yard signage to participants of the program to highlight riparian health initiative.
- Incorporate a public planting in November to highlight the importance of native plantings, riparian plantings, and stormwater impacts from both efforts.
- Share stories of willing Streamside Plant Participants via social media to highlight the impacts on our local waterways.

Year 2 Goals (July 1, 2025-June 30, 2026)

- Work with up to 5 additional streamside landowners to plant native riparian plants and budget for partnership with Little Habitat Project (Marion SWCD) to include non-streamside Keizer residents in plant program.
- Offer yard signage to participants of the program to highlight riparian health initiative.
- Incorporate a public planting in November to highlight the importance of native plantings, riparian plantings, and stormwater impacts from both efforts.
- Report program impacts on social media and website. Create a report card of our streams based upon canopy cover data collected.

Year 3 Goals (July 1, 2026-June 30, 2027)

- Work with up to 5 additional streamside landowners to plant native riparian plants and budget for partnership with Little Habitat Project (Marion SWCD) to include non-streamside Keizer residents in plant program.
- Offer yard signage to participants of the program to highlight riparian health initiative.
- Incorporate a public planting in November to highlight the importance of native plantings, riparian plantings, and stormwater impacts from both efforts.
- Report program impacts on social media and website. Create a report card of our streams based upon canopy cover data collected.
- Invite the Claggett Creek Watershed Council to plantings and site visits.

Year 4 Goals (July 1, 2027-June 30, 2028)

- Work with up to 5 additional streamside landowners to plant native riparian plants and budget for partnership with Little Habitat Project (Marion SWCD) to include non-streamside Keizer residents in plant program.
- Offer yard signage to participants of the program to highlight riparian health initiative.



- Incorporate a public planting in November to highlight the importance of native plantings, riparian plantings, and stormwater impacts from both efforts.
- Report program impacts on social media and website. Create a report card of our streams based upon canopy cover data collected.

Year 5 Goals (July 1, 2028-June 30, 2029)

- Work with up to 5 additional streamside landowners to plant native riparian plants and budget for partnership with Little Habitat Project (Marion SWCD) to include non-streamside Keizer residents in plant program.
- Offer yard signage to participants of the program to highlight riparian health initiative.
- Incorporate a public planting in November to highlight the importance of native plantings, riparian plantings, and stormwater impacts from both efforts.
- Report program impacts on social media and website. Create a report card of our streams based upon canopy cover data collected.
- Invite the Claggett Creek Watershed Council to plantings and site visits.

Activity 8: Our River Campaign

Description & Objective: Our River activities (learn to kayak, learn to fish, river clean-ups, stream celebration, and online outreach (social media campaigns connecting residents with the Willamette River through access points, recreation opportunities, stewardship participation, and Willamette River infographics highlighting the water quality improvements) seeks to increase awareness about the importance of connection between people, land use and water resources, foster love for Our Willamette River, and invoke behavior changes resulting in healthy waterways and communities.

Target Audience: Families and Keizer residents with historic barriers to participation in, on or near the water.

Target Topic: Watershed awareness, erosion control, temperature, and waste reduction

Behavior Change Target: Keizer residents will feel connected and inspired to care for the Willamette River through experiences and reduce pollution inputs through those experiences.

Permit Requirements Met: NPDES, TMDL, OTR

Measurement of Success: 25 attendees for each of the Our River events. Participants will develop ownership and respect for the water resource and will communicate their connection and impacts via the survey tool.

Tracking Metrics: Survey data; Number of attendees

Year 1 Goals: (July 1, 2024-June 30, 2025)

- Develop updates and changes based upon evaluation and feedback from 2024
- Host partner debrief to plan yearly outreach efforts: Learn to Fish, Learn to Kayak, Stream Celebration.
- Create social media content that shares resources for how people with barriers can connect with waterways in or near Keizer.



- Partner with Freshwaters Illustrated to offer a movie showing highlighting the importance of freshwater river habitats as part of the Stream Celebration event.

Year 2 Goals (July 1, 2025-June 30, 2026)

- Develop updates and changes based upon evaluation and feedback from 2025
- Host partner debrief to plan yearly outreach efforts: Learn to Fish, Learn to Kayak, Stream Celebration. Consider building on skills and offering advanced programs.
- Consider budgeting for Our River swag to promote and remind our community of the importance of our waterways.

Year 3 Goals (July 1, 2026-June 30, 2027)

- Develop updates and changes based upon evaluation and feedback from 2026
- Host partner debrief to plan yearly outreach efforts: Learn to Fish, Learn to Kayak, Stream Celebration. Consider building on skills and offering advanced programs and partnering with the Claggett Creek Watershed Council/Partners
- Work with partners to develop a regional (Marion County) survey to collect data on people's perceptions of recreating on/in/around the Willamette River.

Year 4 Goals (July 1, 2027-June 30, 2028)

- Develop updates and changes based upon evaluation and feedback from 2027
- Host partner debrief to plan yearly outreach efforts: Earth Day, Learn to Fish, Learn to Kayak, Stream Celebration. Consider building on skills and offering advanced programs and partnering with the Claggett Creek Watershed Council/Partners to offer Riparian Hikes.
- Regularly post on the Our River Facebook page to connect the public to water related programming throughout the year.
- Consider a low impact tour (bike) to highlight LID/GSI projects that positively affect water quality in Keizer and Salem.

Year 5 Goals (July 1, 2028-June 30, 2029)

- Develop updates and changes based upon evaluation and feedback from 2028
- Host partner debrief to plan yearly outreach efforts: Earth Day, Learn to Fish, Learn to Kayak, Stream Celebration. Consider building on skills and offering advanced programs and incorporating new partners.
- Regularly post on the Our River Facebook page to connect the public to water related programming throughout the year.
- Consider creative long-term funding for Our River, research Puget Sound Starts Here for ideas and implementation.

Activity 10: Contractor Outreach

Description & Objective: Staff will evaluate the need for an outreach program dedicated to improving the implementation of erosion control BMPs at construction sites throughout the City.

Target Audience: Construction site operators, engineers, developers.



Target Topic: Erosion control BMP's

Behavior Change Target: Participants will correctly fill out ESCP permits and implement EC BMPs when working in Keizer.

Permit Requirements Met: NPDES, TMDL

Measurement of Success: Success will look like increased awareness of erosion control Best Management Practices.

Tracking Metrics: Properly completed EC Inspection forms, attendees and participant numbers

Year 1 Goals: (July 1, 2024-June 30, 2025)

- Build relationships with contractors through a prize raffle. Create a flyer to invite contractors to email photos of their proper BMP installations in Keizer.
- Grow the Keizer contractor list with the goal of connecting via email, at least twice per year, to communicate the importance and proper maintenance of erosion control practices.

Year 2 Goals (July 1, 2025-June 30, 2026)

- Develop relationships with Home Builder Association and CCB to promote Keizer permit process, erosion control best management practices and to solicit feedback on programmatic systems/implementation/communication.
- Consider hosting a site planning workshop to address the issue of creating a building site plan without the assistance of an engineer.
- Consider hosting a coffee and contractors Q&A session with Public Works and Planning Departments available for open dialog
- Promote the erosion control program via social media and up to twice a year e-newsletter. Include updates to program, insights to permitting process, and calls to action for contractors (Raffle, Workshops, Coffee events, etc.).

Year 4 Goals (July 1, 2027-June 30, 2028)

- Explore hosting a Keizer BMP walking tour to highlight proper installation and placement of erosion control practices.
- Consider creating an annual report/infographic for webpage and social media to report erosion control program numbers: permits, erosion control violations, number of contractors attending educational events, engagement through raffle.

Year 5 Goals (July 1, 2028-June 30, 2029)

- Explore video creation to address common needs for contractors working in Keizer. A video series could address the steps to take to begin the process of building in Keizer and be developed in an evergreen fashion to hold interest and relevance over time.

Activity 9: Social Media & Website



Description & Objective: Staff will maintain, update and use social media platforms (e.g., Facebook and Instagram) to generate public interest in protection of Keizer’s water resources, stormwater issues, and BMPs for erosion control. Staff will also maintain, update and utilize the website to include resources and tools with the same information. Social media posts will be focused relevant, timely topics and campaigns will be used to connect the audience to content published on the City’s website.

Target Audience: General public

Target Topic: Waste reduction, watershed awareness, stormwater impacts, mercury, temperature, bacteria

Behavior Change Target: Implement stormwater BMPs to reduce stormwater pollution.

Permit Requirements Met: NPDES, TMDL, WPCF, OTR

Measurement of Success: Increase Facebook page followers each year by 10%. Each post should have a reach of at least 200 people and engage at least five people. Public Program success will look like at least 10 attendees for each of the 3 programs, 50% response rate to post survey of the program.

Tracking Metrics: Flight/run date(s) and audience engagement (web analytics and platform metrics), Topics covered; Number of attendees

Year 1 Goals: (July 1, 2024-June 30, 2025)

- Work with MWOG to develop one social media campaign to address regional and relevant water topics. Collaborate to create 4 social media posts for the summer of 2024 promoting proper irrigation for water conservation and stormwater health.
- Develop Social Media Tracker to share content and roles for building relevant and timely stormwater postings throughout the year. Track performance and utilize the feedback for future content.
- Utilize social media and website to share food waste messaging, waste/pollution reduction messaging for OTR. (See Activity 3)
- Utilize social media to address pollution reporting in Keizer.
- Develop a multimedia outreach campaign to target the impacts of flushable wipes and reducing inputs into sanitary sewers that cause costly repairs.

Year 2 Goals (July 1, 2025-June 30, 2026)

- Develop social media campaign associated with pesticide reduction with MWOG for spring outreach. Develop social media campaign associated with reducing mercury containing items through
- Develop Social Media Tracker to share content and roles for building relevant and timely stormwater postings throughout the year. Track performance and utilize the feedback for future content.
- Utilize social media and website to share food waste messaging, waste/pollution reduction messaging for residents and businesses for OTR. (See Activity 3)
- Utilize a webpage for Keizer businesses to connect to resources for waste reduction and resources to reduce impacts on stormwater.



- Develop multimodal outreach campaign to increase awareness and utilization of online form. Weave this information into the waste/pollution reduction webpage for residents and businesses.

Year 3 Goals (July 1, 2026-June 30, 2027)

- Develop one social media campaign associated with research from biological waste sources-focus outreach resources to reduce or eliminate the pollution source
- Develop Social Media Tracker to share content and roles for building relevant and timely stormwater postings throughout the year. Track performance and utilize the feedback for future content.
- Utilize social media and website to share food waste messaging, waste/pollution reduction messaging for residents and businesses for OTR. (See Activity 3)
- Continue to highlight the webpage for Keizer businesses on social and highlight the tools and resources the site provides.
- Develop multimodal outreach campaign to increase awareness and utilization of online form. Weave this information into the waste/pollution reduction webpage for residents and businesses.

Year 4 Goals (July 1, 2027-June 30, 2028)

- Develop one social media campaign associated with reducing single occupancy car/vehicle trips.
- Develop Social Media Tracker to share content and roles for building relevant and timely stormwater postings throughout the year. Track performance and utilize the feedback for future content.
- Utilize social media and website to share food waste messaging, waste/pollution reduction messaging for residents and businesses for OTR. (See Activity 3)

Year 5 Goals (July 1, 2028-June 30, 2029)

- Develop one social media campaign on LID/GSI projects installed in Keizer. Include resources to encourage education of private landowners to install similar low impact projects properly in their place.

Activity 10: LID/GSI Public Programming

Description & Objective: Staff will use educational events, volunteer opportunities, and online programming to generate public interest in protection of Keizer’s water resources, stormwater issues, and implementation of low impact development and green stormwater infrastructure. Staff will also update the website to include resources and tools with the same information. Social media posts will align with the programming efforts and will be focused, relevant, and timely. Create a series of 2 online public programs with 1-2 in-person workshops to engage residents on streamside plant program process, native species use in landscapes with the goal of increasing awareness of residential water quality impacts.



Target Audience: General public

Target Topic: Watershed awareness, stormwater impacts, mercury, temperature, bacteria

Behavior Change Target: Implement native plants to reduce stormwater pollution and create awareness of common pollutants that negatively impact our waterways.

Permit Requirements Met: NPDES, TMDL, WPCF

Measurement of Success: Public Program success will look like at least 20 attendees for each of the programs, 50% response rate to post survey of the program.

Tracking Metrics: Attendance and survey responses

Year 1 Goals: (July 1, 2024-June 30, 2025)

- Develop online programming to address Keizer residential LID/GSI topics for December and January Lunch and Learns. The goal of the Lunch and Learns are to increase awareness and resource for residents to improve their water quality impacts.
- Host an in-person Raingarden planting and workshop in partnership with MWOG to highlight the soil, site plan, plants, regulations and logistics of implementation. (Haley S. Lead)
- Develop TreePlotter Inventory plan and volunteer manual, create an outreach strategy to attract volunteers, host a TPI volunteer training.

Year 2 Goals (July 1, 2025-June 30, 2026)

- Continue to provide Lunch and Learn programs, utilize survey feedback to improve and guide topics for this year.
- Research collaboration and potential funding for Marion SWCD- Little Habitat Project to introduce urban residents to utilizing native plants, conserving water, allowing water to stay on site and provide wildlife habitat.
- Utilize TPI data to communicate tree species abundance, safety issues, need for urban forestry management
- Create a GIS StoryMap for GIS day to highlight the LID/GSI projects implemented in Keizer. (VSF plantings, rain gardens, pervious paving, pollinator gardens, downspout disconnects)

Year 3 Goals (July 1, 2026-June 30, 2027)

- Continue to provide Lunch and Learn programs, utilize survey feedback to improve and guide topics for this year.
- Continue collaboration and partnership with Marion SWCD-Little Habitat Project to involve our community in backyard certifications.
- Conduct TPI phases based upon implementation plan and utilize TPI data to communicate with PW managers tree species abundance, safety issues, need for urban forestry management, replanting plans.

Year 4 Goals (July 1, 2027-June 30, 2028)

- Continue to provide Lunch and Learn programs, utilize survey feedback to improve and guide topics for this year.



- Continue collaboration and partnership with Marion SWCD-Little Habitat Project to involve our community in backyard certifications.
- Continue collecting Tree data through TPI program and sharing data with PW managers.
- Research a partnership between Cherrlots to reduce single occupancy vehicle trips. Host a bike tour to highlight LID/GSI projects in the City and spotlight the pollution single occupancy vehicle use creates.

Year 5 Goals (July 1, 2028-June 30, 2029)

- Continue to provide Lunch and Learn programs, utilize survey feedback to improve and guide topics for this year.
- Continue collaboration and partnership with Marion SWCD-Little Habitat Project to involve our community in backyard certifications.
- Continue collecting Tree data through TPI program and sharing data with PW managers.

Activity 11: Address Bacteria in our Waterways

Description & Objective: reduce bacteria loading in Keizer waterways.

Target Audience: General public

Target Topic: Bacteria, stormwater impacts

Behavior Change Target: reduce negative impacts to stream/river health.

Permit Requirements Met: TMDL

Measurement of Success: Success will look like Keizer pet owners removing the waste their pets leave behind and properly disposing of the waste. Success will look like our community knowing how to prevent and report sanitary sewer overflows.

Tracking Metrics: Number of pet waste bags distributed in our Keizer Parks. Reduction in annual S.S.O. in Keizer by 15 percent.

Year 1 Goals: (July 1, 2024-June 30, 2025)

- Develop social media and web content in partnership with City of Salem to address household causes of overflows: wipes in pipes and fats oils and grease.
- Develop multi-faceted campaign designed to increase awareness and utilization of the online reporting tool. Continue to track the usage and work with staff to promote the tool.
- Research and report the number of pet waste bags distributed and the number of S.S.O. this year and their related causes.

Year 2 Goals (July 1, 2025-June 30, 2026)

- Evaluate the location of pet waste stations and their efficacy, work with Parks staff to discuss barriers for public using the pet waste bags provided.
- Promote the prevention of S.S.O. through social media messaging on common causes of overflows, include messaging on the importance of reporting the overflows.

Year 3 Goals (July 1, 2026-June 30, 2027)



- Consider developing and implementing an educational/awareness campaign based upon E&T research on bacteria sourcing in our waterways.

Year 4 Goals (July 1, 2027-June 30, 2028)

- Collaborate with the City of Salem on shared messaging around S.S.O prevention and reporting.

Year 5 Goals (July 1, 2028-June 30, 2029)

- Continue to research and develop relevant content for web, social and in-person associated with bacteria reduction in our waterways.

Activity 12: Community Outreach & Collaboration

Description & Objective: The City of Keizer will connect and collaborate with other local and regional agencies/organizations such as Keizer United, Keizer Neighborhood Associations, Claggett Creek Watershed Council, Environmental Education Regional Group, Oregon Natural Resource Education Project, ODFW, Salem Audubon Society, Willamette Riverkeepers, OSU Master Naturalist, Mid-Willamette Outreach Group (MWOG), Clean Rivers Coalition (CRC) and the Association of Clean Water Agencies' Education Committee (ACWA). By partnering with these agencies, the City will stay informed of regional water quality and stormwater issues as well as work collaboratively to craft and deliver unified messaging.

Target Audience: General public

Target Topic: General information/awareness, erosion control, bacteria, temperature, BMPs, stormwater impacts, and waste reduction

Behavior Change Target: Create connections and utilize combined messaging strategy to educate our residents on topics related to water and stormwater.

Permit Requirements Met: NPDES, TMDL

Measurement of Success: Partnering with at least 4 regional agencies annually to provide relevant and meaningful outreach and education messages and programming to Keizer residents.

Tracking Metrics: Number of partnership meetings attended; Metrics from collaborative events

Year 1 Goals: (July 1, 2024-June 30, 2025)

- Develop connections with CCWC to collaborate on streamside habitat improvement projects.
- Consider attending community meetings to hear the needs of our community members in relation to our education work.
- Continue to engage with partner meetings to build relationships that create synergy among shared goals for water quality.

Year 2 Goals (July 1, 2025-June 30, 2026)

- Research partnerships for the tracking, monitoring, research of litter entering our waterways. Consider collaborating to create messaging and programming with the goal of reducing waterway litter.



- Continue to partner with local jurisdictions and organizations for cross content education for internal professional development through field experiences or host speakers on an annual basis.
- Continue to partner with MWOG, CRC, ACWA for timely and relevant social media content and resources associated with stormwater and water quality. Continue to solicit feedback from public and partners to improve messaging and content.

Year 3 Goals (July 1, 2026-June 30, 2027)

- Develop and collaborate with partners on an initiative to reduce single occupancy vehicle trips in our regions.
- Work with partners to provide report findings on litter research and monitoring, assist with recommendations to management for remedies/programming.

Year 4 Goals (July 1, 2027-June 30, 2028)

- Continue to engage with partners and attend meetings to build relationships that create synergy among shared goals for water quality.

Year 5 Goals (July 1, 2028-June 30, 2029)

- Continue to engage with partners and attend meetings to build relationships that create synergy among shared goals for water quality.

